

# TIPS FOR OPTIMISING ECOMMERCE CONVERSION FUNNEL

Article from [Revalsys Technologies](#)

This article explains about  
the tips for optimising e-commerce  
conversion funnel

As every website is different from one another, experimenting random conversion tips may not work for your business. In order to provide a boost to your e-commerce conversions, it's important to see the conversion funnel of your e-commerce business for any leaks so that it could be fixed. But what is conversion funnel all about!

## **What is a conversion funnel?**

Basically, a conversion funnel is a model that allows one to visualise where the prospective customers are in the process of taking a purchasing decision. With the help of the conversion funnel, you can address the requirement of the visitors better which in turn convert the visitors into loyal customers.

Usually, a conversion is divided into different stages and the stages have various models. The stages such as acquisition, activation, purchase and retention could be found in a simple conversion funnel. A higher percentage of people won't buy from an online store when they visit it for the first time. So, in order to sell the products, you need to get connected with the prospects, anticipate their needs etc.

Here are some tips to optimise your conversion funnel:

- **Know your audience**

Learning about your visitors and their behaviour on your website is the first step towards optimisation of e-commerce conversion funnel. Direct chats, getting answers by conducting surveys etc. are some useful ways to get an insight about your visitors. In addition, you can identify the keyword types that are driving traffic to your website by using analytics data. Identifying the pages with more exit rates is also helpful.

- **Make your homepage and landing page convert**

As the goal of a homepage is to make your visitors stay on your website and explore the products and services you're offering, it's necessary to design the page based on the latest design trends and offer your visitors a great user experience. Likewise, making your landing pages attractive, easier to find products or easy to be added to cart will help in increasing conversion.

- **Make selection of products easy**

When people visit your online store, it provides you with an opportunity to convert the visitors into customers. But if they're unable to find the products they are looking for, any other products that could be useful to them, they will leave your online store without giving a second thought. Therefore, you should make sure that the navigation through your online store is simple and clean. Offering detailed descriptions of products accompanied by high-quality images with zoom in feature, product videos etc. will help in keeping the visitors on your website for longer and get converted ultimately.

- **Make better purchasing process**

It's during checkout you're likely to lose a good number of customers due to various reasons. Visitors don't get converted to customers as they leave the page where they're actually going to convert. Make sure that you eliminate unnecessary navigation at the points when they're going to convert and provide them with a single direction to move forward and complete the purchase. Gather the data that are really important for your business when the visitors are making their way through the checkout process. You can optimise the form fields to make better conversion rates.

- **Keep existing customers engaged**

Keeping new customers is much easier and less expensive than acquiring new ones. As trust is already established in case of existing customers, keeping them engaged is what matters most. Remarketing campaigns can be a great way to target existing customers by offering special offers, coupons etc. You can recommend products similar to their past purchases, browsing history etc.



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